



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

Contract # 331845

Schedule Dates 09/19/12-09/24/12
Advertiser Pol/R Casey/D/US Senate (16759)
Agency Shorr & Associates (2909)
Product Political - Federal Candidate (1067)
Brand POL/R CASEY/D/SEN/PA (134170)
Salesperson Telecap/Washington DC, Washington DC (1040)
Sales Office Telecap/Washington DC
Buyer Name DETTORRE, MICHAEL
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments BOB CASEY JR 9/18
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 09/18/12
Last Modified 09/18/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06318928
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,305.00
Net Total \$41,395.00
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month
Sep. 2012
Spots 37
Rate \$48,700.00
Grand Total: 37 \$48,700.00

85

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/19/12-09/24/12	3	:30	7A-8A (EST)				2	1	1			4	\$850.00	\$3,400.00	Pittsburgh (WPXI)	TODAY 7-8A/1	9/18/12
2.0	Normal Line / Spot	09/24/12-09/24/12	3	:30	7A-8A (EST)		1							1	\$850.00	\$850.00	Pittsburgh (WPXI)	TODAY 7-8A/2	9/18/12
3.0	Normal Line / Spot	09/19/12-09/24/12	3	:30	8A-9A (EST)				2	1	1			4	\$800.00	\$3,200.00	Pittsburgh (WPXI)	TODAY 8-9A/3	9/18/12
4.0	Normal Line / Spot	09/24/12-09/24/12	3	:30	8A-9A (EST)		1							1	\$800.00	\$800.00	Pittsburgh (WPXI)	TODAY 8-9A/4	9/18/12
5.0	Normal Line / Spot	09/24/12-09/24/12	3	:30	5:59A-Channel 11 News Team		1							1	\$1,100.00	\$1,100.00	Pittsburgh (WPXI)	NEWS 6-7A/6	9/18/12
6.0	Normal Line / Spot	09/19/12-09/24/12	3	:30	10A-Elfen				2	1	1			3	\$450.00	\$1,350.00	Pittsburgh (WPXI)	ELLEN/7	9/18/12
6.0.1	Closed Preempt	09/21/12															Pittsburgh (WPXI)	Marked as Did not Air/Spot	
7.0	Normal Line / Spot	09/24/12-09/24/12	3	:30	10A-Elfen		1							1	\$450.00	\$450.00	Pittsburgh (WPXI)	ELLEN/8	9/18/12
8.0	Normal Line / Spot	09/24/12-09/24/12	3	:30	4P-Judge Judy 4p		1							1	\$550.00	\$550.00	Pittsburgh (WPXI)	JUDY 4-430P/10	9/18/12
9.0	Normal Line / Spot	09/22/12-09/22/12	3	:30	6P-CHANNEL 11 NEWS							1		1	\$850.00	\$850.00	Pittsburgh (WPXI)	NEWS 6-630P/11	9/18/12
10.0	Normal Line / Spot	09/19/12-09/24/12	3	:30	6:59P-Jeopardy				2	1	1			4	\$2,200.00	\$8,800.00	Pittsburgh (WPXI)	JEOP 7-730P/12	9/18/12
11.0	Normal Line / Spot	09/24/12-09/24/12	3	:30	6:59P-Jeopardy		1							1	\$2,200.00	\$2,200.00	Pittsburgh (WPXI)	JEOP 7-730P/13	9/18/12
12.0	Normal Line / Spot	09/19/12-09/24/12	3	:30	7:30P-WHEEL OF FORTUNE				2	1	1			4	\$2,200.00	\$8,800.00	Pittsburgh (WPXI)	WHEEL 730-8P/14	9/18/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



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13.0	Normal Line / Spot	09/24/12-09/24/12	3	:30	7:30P- WHEEL OF FORTUNE	1								1	\$2,200.00	\$2,200.00	Pittsburgh (WPXI)	WHEEL 730P/15	9/18/12
14.0	Normal Line / Spot	09/19/12-09/24/12	3	:30	10:59P- CHANNEL 11 NEWS AT 11P				1	1	1			3	\$2,700.00	\$8,100.00	Pittsburgh (WPXI)	LATE NEWS/16	9/18/12
15.0	Normal Line / Spot	09/19/12-09/24/12	3	:30	5:59A- Channel 11 News 6am				2	1	1			4	\$1,100.00	\$4,400.00	Pittsburgh (WPXI)	NEWS 6-7A/5	9/18/12
16.0	Normal Line / Spot	09/19/12-09/24/12	3	:30	4P- Judge Judy 4p				2	1	1			3	\$550.00	\$1,650.00	Pittsburgh (WPXI)	JUDY 4-430P/9	9/18/12
16.0.1	Closed Preempt	09/21/12															Pittsburgh (WPXI)	Marked as Did not Air/Spot	

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